

MTAC User Group #8

Mailing Promotions

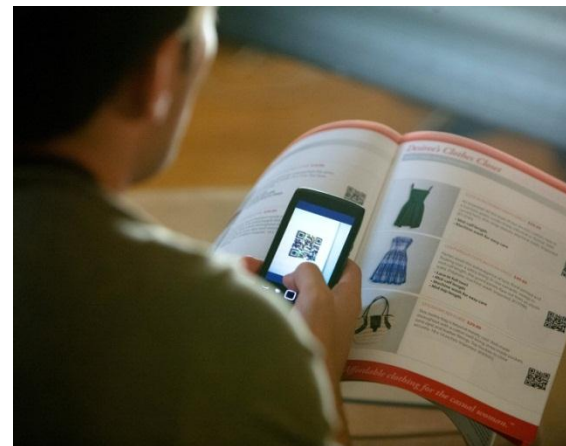
March 25, 2014

- **2013 Promotions Results**
- **2014 Promotions Update**
- **Ideas for 2015**
 - **Timeline**

2013 Promotions

Promotion Results

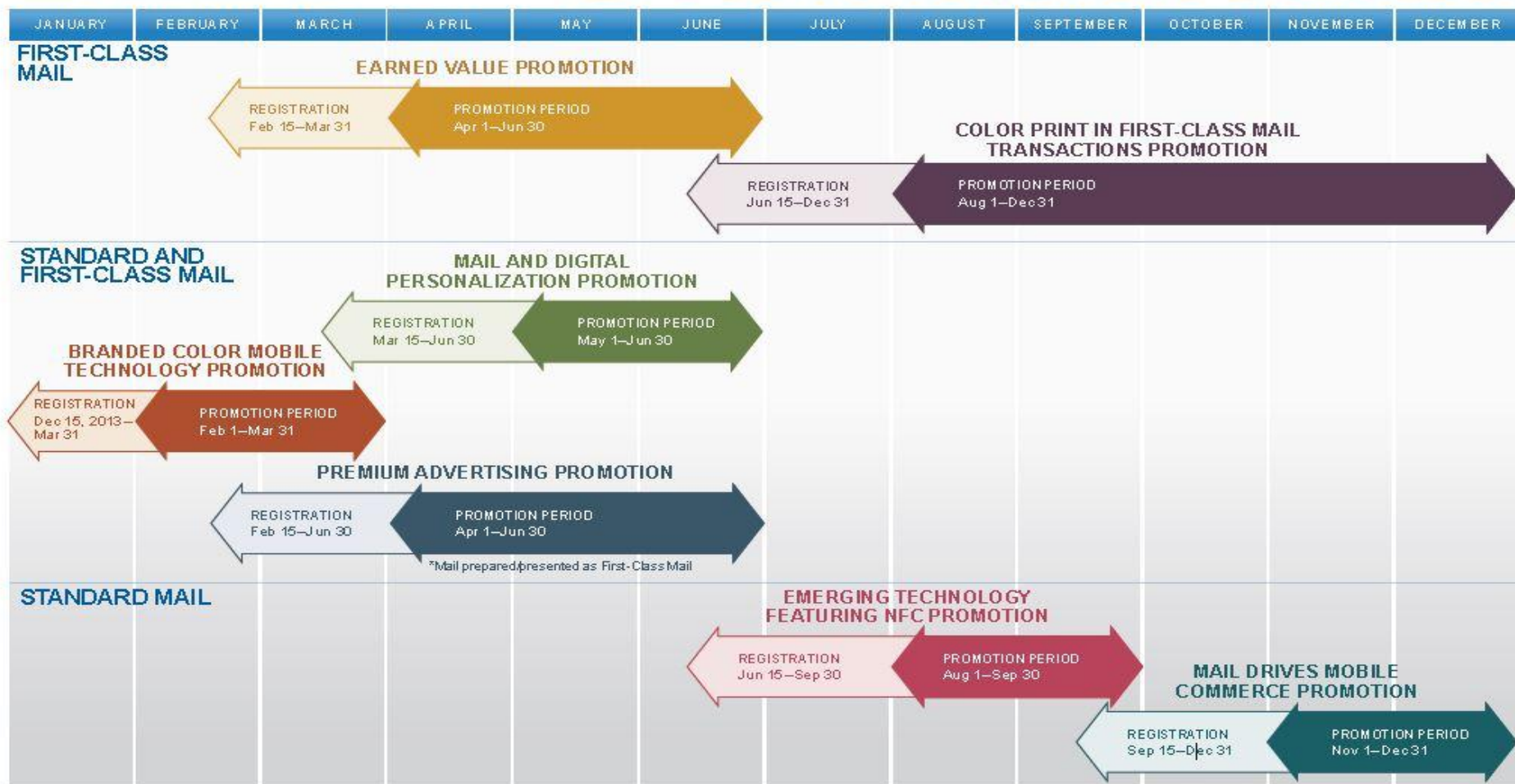
- Mobile Coupon/Click to Call Promotion had highest number of participants – 555 Customers
- Mobile Buy It Now Promotion had largest discount – nearly \$12 million
- Over 7.8 billion mailpieces were discounted in 2013
- Total discount/credits were \$43 million
- Survey response rates varied from 27 – 65%



2014 Promotions



USPS® 2014 PROMOTIONS CALENDAR



Mail and Digital Personalization Promotion

First-Class Mail

☐ **Part A** Automation Prices

Postcards (eligible for postcard price)

A1	5-Digit
A2	3-Digit
A3	AADC
A4	Mixed AADC

Letters

A5	5-Digit
A6	3-Digit
A7	AADC
A8	Mixed AADC

Flats

A9	5-Digit
A10	3-Digit
A11	ADC
A12	Mixed ADC

☐ **Part B** Nonautomation Prices

Postcards (eligible for postcard price)

B1	Presorted
B2	Single-Piece

Letters

B3	Presorted
B4	Residual Nonpresorted <i>From First-Class Mail Mailing (Up to and Including 1 oz.)</i>
B5	Residual Single-Piece <i>From First-Class Mail Mailing (Includes up to 1 oz. and Between 1 oz. and 2 oz.)</i>
B6	Residual Nonpresorted <i>From First-Class Mail Mailing Which is All Greater Than 1 oz. Up to and Including 2 oz.</i>
B7	Nonpresorted*
B8	Single-Piece <i>From Standard Mail Mailing</i>

* First-Class Mail metered letter price

Nonmachinable Letters

B9	Presorted
B10	Single-Piece
B11	Single-Piece <i>From Standard Mail Mailing</i>
B12	Nonmachinable Surcharge * <i>(for presorted letters)</i>
B13	Nonmachinable Surcharge * <i>(for single-piece letters)</i>

Flats

B14	Presorted
B15	Single-Piece
B16	Single-Piece <i>From Standard Mail Mailing</i>

Parcels

B17	Single-Piece/Does not meet content stds.
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Permit Reply Mail

B18	Single-Piece Letter (1 oz. or less)
B19	Single-Piece Letter (over 1 oz. to 3.5 oz.)
B20	Single-Piece Flat (1 oz. or less)
B21	Single-Piece Flat (over 1 oz. to 13 oz.)

Premium Advertising Promotion

First-Class Mail

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A7	AADC
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Flats

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A10	3-Digit
A11	ADC
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Color Print in FCM Transactions Promotion

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A6	3-Digit
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Flats

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Updates

▪ **Earned Value Promotion**

- Registration closes on March 31, 2014

▪ **Premium Advertising Promotion**

- Mailings that claim Premium Ad discount and Personalization discount – 2% will be rebated at end of promotion period (15% will be discounted at time of mailing)
- Patch done to support older software, effective as of April 6th
 - Mail.XML versions 13.0A and 13.0B – use CCR value IV
 - Mail.dat version 13.1 – use CCR value IV
 - All other versions – use CCR value AD

▪ **Color in First-Class Mail Transactions Promotion**

- Requirements posted to RIBBS

Updates

- **Mail and Digital Personalization Promotion**
 - Requirements posted on RIBBS
 - Registration opened March 15
 - Webinar, today March 25
- **Emerging Technology Promotion**
 - Requirements posted to RIBBS
- **Mail Drives Mobile Commerce Promotion**
 - Requirements to be posted early April
 - Further definitions of “enhanced mobile purchasing” requirement (# of clicks/time to complete purchase)
 - Further definitions of fulfillment requirements

Mailings with High % Drop Shipped

- Mailings entered deep into the USPS network eliminates considerable transportation and processing costs for the Postal Service, but incurs additional charges for the mailer.
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- Incent mailers to re-visit processes & flows to drive an even larger percentage of a mailing as far into the Postal network as possible.
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- Offer a 1% discount on postage when a mailing exceeds 90% DSCF penetration.

First-Class Mail Enclosure Promotion

- Provide incentives to First Class Mail that has an enclosure a customer will place in a wallet or purse to be used in the future. Examples- Credit Cards, Membership cards, ID cards, Coupons, license, etc.

- New ideas can be submitted up to April 1st
- USPS internal planning scheduled for mid-April
- Evaluating ideas – areas of consideration
 - Time and length of promotion
 - Does the promotion drive new mail applications
 - Does the promotion stimulate mail usage
 - Does the promotion help to increase the response and effectiveness of mail programs
 - Does the promotion integrate direct mail with mobile/digital technology
 - Does the promotion leverage the value of FCM

- Formal Calendar Schedule planned announcement in Fall 2014
- Current ideas include:
 - Catalog Innovation
 - Mobile/Emerging Technologies Integration
 - Mobile eCommerce – multi channel
 - Color Print in Transactional Mail
 - Earned Value Reply Mail
 - Alternate Postage
 - Augmented Reality

Discussion